

Position Description

Position	Ticketing Coordinator
Company	Queensland Music Festival Pty Ltd
Location	5/144 Montague Road, West End, 4101
Reports to	Head of Box Office & Ticketing Strategy
Department	Ticketing
Employment status	Permanent., Full-time or .9 FTE (9-day fortnight)

Background

QMF is a strategic music agency, helping Queensland communities by designing new solutions to social, cultural, and economic challenges. In 2023, QMF launches Queensland Music Trails, a world-first music tourism initiative, part-funded by the Queensland Department of Tourism & Sport. Trails are driveable itineraries of bespoke, placemaking music events, designed to disperse visitation to our unique regional communities, and drive cultural, economic, and social outcomes for those communities.

Purpose

Our purpose is to enhance and showcase the rich cultural life of Queensland through music.

Vision

Our vision is that by 2032, Queensland Music Trails will be an essential part of the state's tourism ecosystem, and a key offering to international visitors during the Olympic Games.

Values

- Courage – to persist with challenges that come with trying to make a difference.
- Impact – to concentrate our efforts on actions that make a positive difference.
- Integrity – to be united and consistent in our efforts to be in right relationship with others.

Position Purpose

This role is responsible for providing support, and at times leading the management and delivery of Ticketing/Box office operations associated with the Qld Music Trails program.

Additionally, the Ticketing Coordinator role includes managing day to day reporting to internal and external stakeholders, pre-event and post event reporting, building ticketed events, executing event accreditation, managing Front of House ticketing (customer support & volunteer teams) on ground at events and will uphold effective communication practices with Qld Music Trail customers.

The Ticketing Coordinator is also responsible for making recommendations to improve

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ticketing processes, policies, assist with the development of ticketing strategies to improve sales where required. They will also facilitate the preparation of box office settlements in liaison with QMF's ticketing provider and provide direction and support to staff where applicable.

Key Responsibility Areas

Area	Responsibilities
Event Building	<ul style="list-style-type: none"> • Assist in developing and make edits to event builds in liaison with Head of Ticketing & Box Office strategy. • Liaise with QMF's ticketing provider keeping them across event campaigns and strategies. • Apply accurate and timely event edits according to master builds and budgets. • Attentively monitor pre-sale and on sale campaigns where required (these may fall outside of standard working hours)
Data and Reporting	<ul style="list-style-type: none"> • Prepare and distribute daily, monthly, quarterly & yearly ticket reports as directed, and update QMF's internal ticket trackers across all events. • Execute Post event reports for internal departments & external stakeholders. • Facilitate the preparation of box office settlements in liaison with QMF's ticketing provider and internal finance teams. • Assist in providing event forecasts based on historical data and industry knowledge, ensuring these are always up to date.
Customer Experience	<ul style="list-style-type: none"> • Provide exceptional customer service to patrons and VIP guests of QMF events via email and phone enquiry lines in the lead up and on-site during event delivery. • Process phone ticket sales, exchanges, and refunds in accordance with the LPA Consumer Code and QMF's ticketing policies. • Maintain the use of QMF's patron data in accordance with QMF's Privacy Policy. • Advise and coordinate with the Marketing team in the development of timely, clear, and effective patron communications through QMF's channels (website FAQs, dedicated EDMs, pre-event communication etc). • Assist in executing 'Surprise and Delight' customer moments during the event cycle by being across customer loyalty, purchaser trends and feedback. • Represent QMF to the highest professional standard within all communication channels.
Box Office 'FOH Event Delivery'	<ul style="list-style-type: none"> • Execute customer sales and support on site at events where required.

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Area	Responsibilities
	<ul style="list-style-type: none"> • Research and identify companies to provide staff and equipment for event gates and FOH delivery of all events and projects. • Assist in the preparation of staffing schedules, staff briefs, security briefs and volunteer briefs for multiple events and locations across QMF: Qld Music Trails events and projects. • Ticketing Coordinator will be required to manage a staff of FOH ticketing contractors during event activations inclusive of Front gate solutions, accreditation offices, and box office teams.
Stakeholder Engagement	<ul style="list-style-type: none"> • Coordinate and oversee the contract and key relationship with QMF's ticketing provider/s. • Effectively communicate with external partners and stakeholders of QMF: Qld Music Trails events keeping parties across current ticketing statistics and trends relative to their contracts. • Provide direction and support to project staff where applicable. • Create and monitor purchase orders for suppliers and contractors. • Work collaboratively with the QMF Ticketing team and departments to execute a seamless complimentary ticket process across all QMF: Qld Music Trails events.
Organisational requirements	<ul style="list-style-type: none"> • Within capacity, reasonable skill level and expertise, carry out any other duties as directed by the Head of Ticketing and Box Office Strategy. • Role model QMF values and demonstrate professional standards and ethical behaviour. • Comply with QMF policies and procedures, including Workplace, Health and Safety directives and practices and Employee Code of Conduct. • Maintain an environment that is respectful and inclusive, and free from harassment, discrimination, and bullying.

Selection Criteria

Education/Certification/Essentials

- Tertiary qualifications in a relevant discipline or a minimum of two (2) years equivalent of experience in events management, and outdoor festival production.
- Current Queensland open drivers' licence
- Blue Card (desired)

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Job Knowledge/Ability

Essential

- Strong understanding of Ticketing practices and solutions within the Australian / Australasian market. This includes delivering FOH solutions events in regional and remote communities and/or in touring productions.
- Understanding of the current LPA Ticketing Code of Practice and Australian Consumer guarantees.
- Exceptional relationship skills to partner, collaborate and work closely with and maintain relationships across a broad range of diverse stakeholders. This includes cultural knowledge required to work productively and respectfully with First Nations individuals and communities.
- Experience in effectively managing contractors and event related staff, autonomously or with minimal supervision at events.
- Excellent verbal and written communication skills, including high attention to detail, with ability to facilitate, negotiate and problem solve.
- Energetic self-starter that demonstrates exceptional customer service even in high pressured and fast paced environments.
- Proficiency in digital literacy including common software tools (Microsoft suite, square terminals) and Ticketing/Box Office/ Scanning solutions.
- Ability to travel regularly within remote and regional Queensland; including working work evenings, weekends and/or public holidays as determined by Qld Music Trail calendar of events.

Desirable

Familiarity with the LPA Ticketing Code of Practice, experience in crafting ticket sales strategies, and an understanding of basic marketing principles such as audience demographics, database segmentation, incentives, demand generation, data capture, and campaign lead times.

Blue Card holder

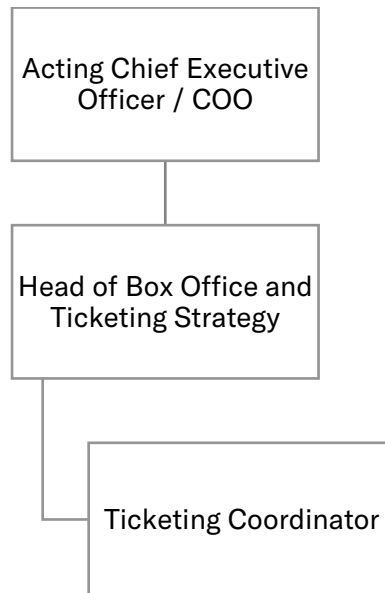
Competencies

Creativity	<ul style="list-style-type: none">• Embrace new opportunities and try new things outside of your comfort zone. Challenging the status quo and going beyond the obvious.
Teamwork	<ul style="list-style-type: none">• Work with others toward a shared goal, participating actively, sharing responsibility and rewards, and contributing to the capability of the team.
Stakeholder influence	<ul style="list-style-type: none">• Using a range of interpersonal approaches and information to persuade people with differing perspectives and interests.
Agility	<ul style="list-style-type: none">• Demonstrate open-mindedness with proposed or implemented changes, and flexibility when faced with uncertainty or ambiguity.

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Pursues growth	<ul style="list-style-type: none"> Pursues opportunities for personal and professional growth through learning and development of self-awareness, reflective practice, and industry knowledge.
Fosters a healthy and inclusive workplace	<ul style="list-style-type: none"> Fosters an inclusive and workplace where health, safety and wellbeing is promoted and prioritised.

Reporting Relationships



Key Stakeholders

Internal	External
Ticketing & FOH Solutions Team	Aboriginal and Torres Strait Islander communities
Programming, Production and Technical/Logistics Team	Arts and Cultural Sector
Marketing and Communications team	Tourism Sector
Tourism, Development and Engagement team	Government (Local)
Finance Team (including business Intelligence)	Regional communities
QMF employees	Non-Government Organisations (community organisations)
	Vendors, suppliers, contractors, sub-contractors
	Ticketing Provider, Promoters, artist management, Music industry business/agents.

Approval and review

Version 1	7/3/2024
Approval	Head of Box Office and Ticketing Strategy
Review	February 2025